



# USDA Weekly Retail Turkey Feature Activity

Fri. May 12, 2006

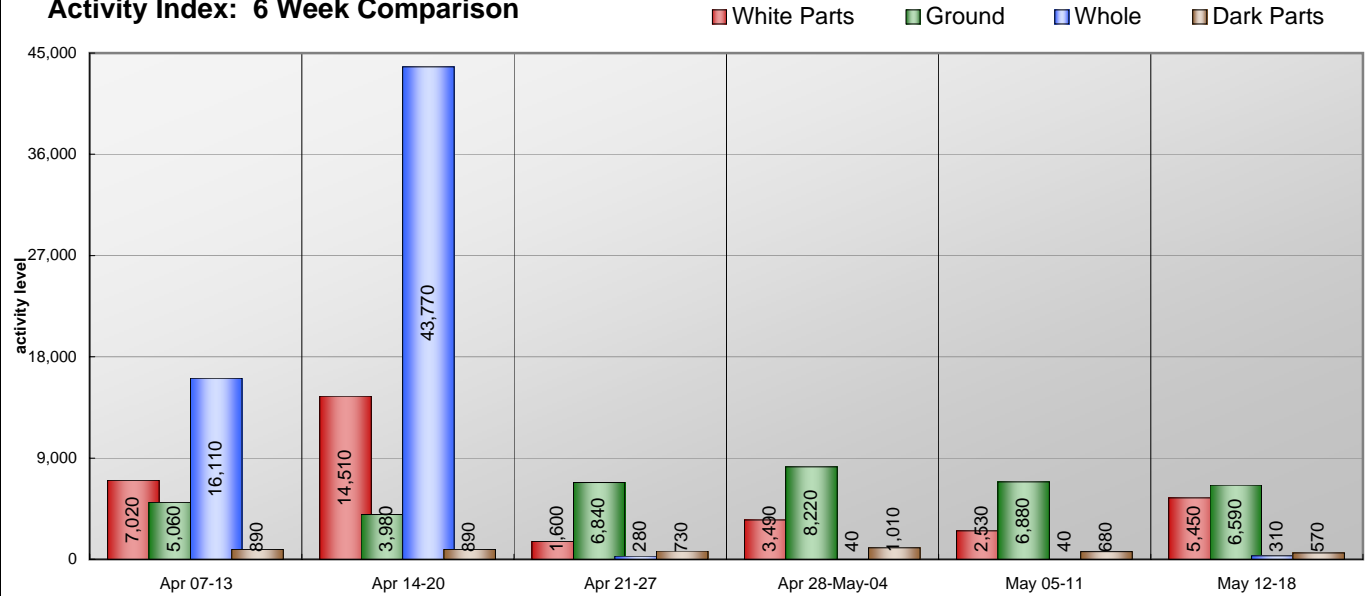
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/12 thru 05/18.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>48.7% of 17,000 outlets</b>		<b>41.1% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>12.7%</b>		<b>2.6%</b>	
<b>Activity Index 2/</b>	<b>12,920</b>		<b>10,130</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>				
Fresh - Hens	100	1.12		
" - Toms	50	1.12		
Frozen - Hens	90	0.88	20	0.79
" - Toms	70	0.79	20	0.79
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	1,010	1.83	1,060	1.85
Frozen	330	1.36	370	1.31
<b>Hotel Style</b>				
Fresh	220	1.01		
Frozen				
<b>Split, bone-in</b>				
Fresh				
Rotisserie	1,070	6.04	170	7.71
<b>Boneless, whole</b>				
	100	3.59	20	3.69
Cutlets	1,110	4.07	680	4.01
Strips	500	3.71	40	3.99
Tenders	1,110	3.72	190	3.44
<b>Drumsticks</b>				
	210	1.01	270	1.09
<b>Thighs</b>				
			150	1.89
<b>Wings</b>				
	210	1.01	260	1.09
<b>Necks</b>				
	10	1.39		
<b>Smoked Drumsticks</b>				
	100	1.55		
<b>Smoked Wings</b>				
	40	1.42		
<b>Smoked Necks</b>				
<b>GROUND TURKEY:</b>				
	<b>6,590</b>	<b>2.75</b>	<b>6,880</b>	<b>2.53</b>
Patties	690	2.65	1,560	2.41
Sausage	1,030	2.53	1,750	2.59
85% lean	430	1.67	710	1.85
93% lean	2,710	2.31	1,810	2.01
Breast	1,730	3.88	1,050	3.98

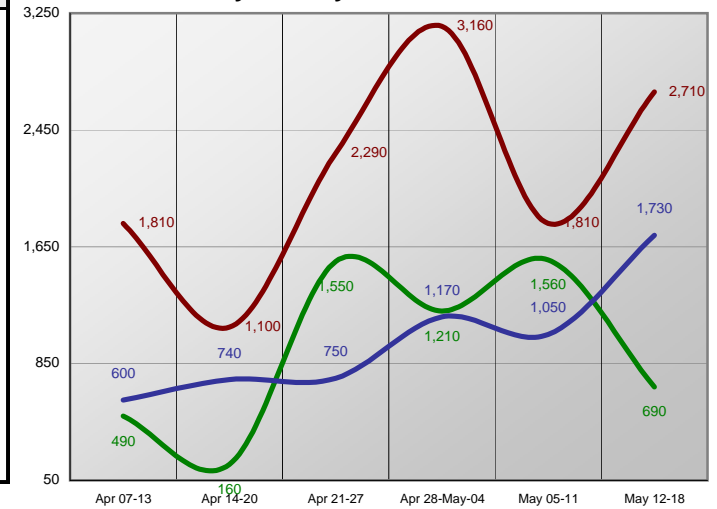
### Activity Index: 6 Week Comparison



### Turkey Featuring - 05/12 thru 05/18

Turkey is being featured in about half of all retail outlets with an emphasis this week on breast cuts and rotisserie breasts. A limited number of whole bird ads are being ran with mixed pricing. Fresh whole breasts are enjoying another week of good featuring at steady price levels. Breast cuts are prominent in many ads as a nice alternative for Mother's Day meals and average feature price levels are firm to higher. The number of rotisserie breast promotions is up considerably from last week with a large number of stores offering breasts for Mother's Day. Dark parts were featured sporadically and predominately in the East. Ground turkey featuring is about on pace with last week but 93% lean and ground breast features dominate and at noticeably higher promotional prices.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	42.3% of 7,900 sampled outlets 14.0% of stores w/ no-price promotions Activity Index = 4,860			38.3% of 5,200 sampled outlets 4.8% of stores w/ no-price promotions Activity Index = 2,760			75.7% of 3,900 sampled outlets 20.7% of stores w/ no-price promotions Activity Index = 5,300		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens				0.69	10 0.69		0.99 - 1.29	90 1.17	
" - Toms							0.99 - 1.29	50 1.12	
Frozen - Hens	0.79 - 1.49	70 0.85					0.99	20 0.99	
" - Toms	0.79	70 0.79							
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.49	760 1.81					1.79 - 2.19	250 1.91	
Frozen	0.99 - 1.99	140 1.06		0.99 - 1.69	190 1.58				
Hotel Style									
Fresh	0.99 - 1.59	220 1.01							
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.99 - 7.99	240 5.08		4.99 - 7.99	370 7.11		4.99 - 9.99	460 5.68	
Boneless, whole	3.49	70 3.49		3.49 - 3.99	30 3.83				
Cutlets	3.49 - 3.99	200 3.83		3.79 - 3.99	50 3.90		3.18 - 4.54	860 4.14	
Strips	3.99	110 3.99		3.99	20 3.99		3.18 - 4.54	370 3.61	
Tenders				3.79 - 3.99	250 3.97		2.80 - 3.99	860 3.64	
Drumsticks	0.99 - 1.39	210 1.01							
Thighs									
Wings	0.99 - 1.39	210 1.01							
Necks	1.39	10 1.39							
Smoked Drumsticks	1.39	60 1.39		1.58 - 1.99	40 1.78				
Smoked Wings				0.99 - 1.99	40 1.42				
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.49 - 2.99	550 2.65		2.50 - 3.00	140 2.64				
Sausage	2.29 - 2.80	310 2.61		2.39 - 2.92	400 2.59		2.40	320 2.40	
85% lean	1.59	130 1.59		1.63 - 1.99	210 1.76		1.60	90 1.60	
93% lean	1.50 - 2.69	1,050 2.26		1.89 - 2.50	480 2.34		2.00 - 2.95	1,180 2.34	
Breast	3.50 - 3.99	450 3.83		3.99	530 3.99		3.50 - 3.99	750 3.82	

Note: See page 1 for explanatory notes.